

**Master's Degree Examination - November - 2017
Semester – III**

Class: II P.G.

Time: 3 hours

Major: MBA Tourism & Travel Management

Max. Marks: 60

15MTAC14 DESTINATION MANAGEMENT (Tour)

Part – A

(10x ½ = 5 marks)

Answer all the following.

1. Sharavati Wild Life Sanctuary is situated at
a) Rajasthan b) Kamataka c) Kerala d) Maharashtra
2. Tourist attractions with blend of both natural and man-made features is
a) Symbiotic tourism b) Niche tourism c) Event based attraction d) Site based tourism
3. How many bio-reserves are there in India?
a) 9 b) 12 c) 19 d) 14
4. Which of the following is the famous festival of Assam?
a) Bihu b) Losar c) Saga Dawa d) Dree festival
5. Which of the following National Park is famous for Tiger safaris?
a) Corbett b) Pench d) Sasan gir d) Ranathambore
6. ----- is the home of the great Indian one -horned Rhinoceros besides a range of bird species.
a) Manas b) Kaziranga c) Bori d) Palamau
7. Chand baori, Agrasen ki Baoli, Raani - ki - vav, are famous -----
a) Reservoirs b) Canals c) Lakes d) steep wells
8. First UNESCO approved Biosphere reserve is
a) Gulf of Mannar Marine National Park b) Valley of flowers
c) Nilgiri Biosphere Reserve d) Nanda Devi biosphere
9. The colonial style of buildings and the mall with decorated fence, historic railway are the hallmarks of this beautiful hill station
a) Manali b) Shimla c) Darjeeling d) Nainital
10. Kalpeni is an island famous for island tourism site in the Union Territory of
a) Lakshadweep b) Greater Andaman c) Elephanta d) Rameshwaram

Part – B

(5x4 = 20 marks)

Answer the following

Answer should not exceed 200 words or one page

11. a) Write about Trichy Rock Fort Temple.
(Or)
b) Explain the classification of tourism resources.
12. a) State the functions of bio-reserve spheres.
(Or)
b) Write a note on Ajanta & Ellora caves.
13. a) Write about Konark dance festival.
(Or)
b) Describe the term MICE tourism.
14. a) How spas are utilized as a tourism resource?
(Or)
b) Write a note on Surajkhund craft mela.
15. a) Write about Ashoka Trust For Research in Ecology & Environment (ATREE).
(Or)
b) Discuss the religious importance of "Rishikesh".

Part – C

(5x7 = 35 marks)

Answer all the questions

Answer should not exceed 600 words or six pages

16. a) Hyderabad is the city of MICE – Discuss
(Or)
b) State the usefulness of Rural tourism.
17. a) State the objectives of Eco tourism.
(Or)
b) Discuss about Pilgrimage tourism in India.
18. a) Write about India Train tour package.
(Or)
b) Describe the Cold Mountain Desert of the Trans-Himalayas.
19. a) Illustrate the classification of tourist circuits of India with examples.
(Or)
b) Explain the concept of "Tourist Holiday Villages"
20. a) Explain Jain pilgrimage tourist destination.
(Or)
b) Discuss the importance of amusement parks as tourism resource.
